

City Manager's Message



FY 2004 opened with great optimism for Rockville's future. It concluded with the groundbreaking for Rockville Town Center — an event that will influence the foreseeable future of the City's downtown. This accomplishment alone would make FY 2004 one of the most important periods in Rockville within the past 30 years, but much more happened during the 12 months and those accomplishments will significantly impact all areas of the City.

The Mayor and Council re-established and re-defined their goals, strategic objectives and expected outcomes for the future. Their continued agenda drove the City toward a wide array of achievements. The top goal was to create a vibrant Town Center, and the project is well on its way. Great strides also are underway to ensure new development Citywide enhances Rockville's quality of life; to improve pedestrian and traffic safety; to strengthen neighborhoods and sense of community and to enhance the government's performance.

Fiscal responsibility remained a top priority for the City as significant projects began, including start of construction for the new Rockville Town Center. Two of the top independent credit rating services, Moody's Investors Service and Standard & Poor's, assigned the City of Rockville an excellent rating, which keeps the cost of borrowing low for Town Center and other City infrastructure financing.

Rockville grew, residentially and commercially, over the past year through developments in various parts of the city. Although we continued to tighten our budget, we still maintained the superior level of services that Rockville residents have come to expect.

The start of the Town Center project was not the only place new ground was broken in Rockville in FY 2004. Throughout this annual report, you will see highlights of new programs, improvements to existing ones and innovative approaches over the past year that continue to make Rockville a city with an exciting future.

One change in Rockville in FY 2004 occurred in the City Manager's Office. W. Mark Pentz left in January after five and a half years as city manager to become city manager of Chandler, Ariz. It has been my pleasure to serve as acting city manager in the interim period as Rockville works toward naming a new city manager in FY 2005.

Sincerely,

Catherine Tuck Parrish

Catherine Tuck Parrish
Acting City Manager



City Manager's Message Page Photos: (Top left) Acting City Manager Catherine Tuck Parrish smiles as hundreds gather for the Rockville Town Center groundbreaking event.

(Right, top to bottom) Governor Robert Ehrlich (fifth from right) with the Rockville Mayor and Council and developers of RD Rockville, LLC and Federal Realty Investment Trust. A member of the Gin Blossoms shakes the hand of a fan during the Hometown Holidays concert. The new granary pavillion restores the historic feeling of Dawson Farm Park. The new Sprayground at the Rockville Swim Center is a splash hit.





About Rockville

Rockville is one of Maryland's largest cities and is the county seat of Montgomery County. It occupies 13.03 square miles within the metropolitan Washington, D.C. area and is located 12 miles northwest of the nation's capital. A significant portion of the prestigious I-270 corridor is within the City's corporate limits.

The City of Rockville operates under the council-manager form of municipal government. The governing body is the Mayor and Council, which formulates policies for the administration of the City. The mayor and four councilmembers are elected at-large for two-year terms.

The city manager is appointed by the Mayor and Council to serve as the City's chief executive officer.

The City provides a full range of services, including:

- Planning, zoning and stormwater management
- Water, sewer, refuse and recycling collection

- One-stop location for licenses, permits and inspections
- Snow removal, leaf collection, street maintenance and other public works functions
- Recreation and parks services
- Special programs for senior citizens, youth and low-income residents
- City Police services
- Code Enforcement and neighborhood programs
- Internal City support such as finance, information technology and personnel

Additional services such as schools and libraries are provided by Montgomery County.

The City has a long and rich history as the political, cultural and economic center of Montgomery County. With more than 250 years of prosperity as a community, Rockville is home to many historically and culturally significant sites.

Explore all of Rockville's treasures, as we continue to break new ground for the future.

“It's an exciting day in the history of Rockville. Rockville does it right. Rockville is an exciting place. The bottom line is we're going to create a community gathering space for this great community. And I find that terrific.”

~ Governor Robert Ebrlich at the groundbreaking of Rockville Town Center

Above photos (left to right): Courthouse Square Park in Town Center and Glenview Mansion are popular attractions in Rockville.

MAYOR
Larry Giammo

CITY CLERK/TREASURER
Claire E. Funkhouser

DIRECTOR OF FINANCE
Donna J. Boxer

DIRECTOR OF PERSONNEL
Richard J. Hajewski

COUNCILMEMBERS
Robert E. Dorsey
John F. Hall, Jr.
Susan R. Hoffmann
Anne M. Robbins

CITY ATTORNEY
Paul T. Glasgow

DIRECTOR OF INFORMATION & TECHNOLOGY
Michael Q. Cannon

CHIEF OF POLICE
T.N. Treschuk

ACTING CITY MANAGER
Catherine Tuck Parrish

DIRECTOR OF COMMUNITY PLANNING & DEVELOPMENT SERVICES
Arthur D. Chambers

DIRECTOR OF NEIGHBORHOOD AND COMMUNITY SERVICES
Guerdon H. Stuckey

DIRECTOR OF PUBLIC WORKS
Eugene (Hal) Cranor

DIRECTOR OF RECREATION AND PARKS
Burt Hall





Mayor and Council

All five incumbent members of Rockville's Mayor and Council—Mayor Larry Giammo and Councilmembers Robert E. Dorsey, John F. Hall, Jr., Susan R. Hoffmann and Anne M. Robbins—were re-elected in November 2003. This enabled the Mayor and Council to continue with their ambitious strategic plan and to revise and refine the programs that will affect the City's short-term and long-term future.

Throughout development of their goals, objectives and expected outcomes, the Mayor and Council have worked with residents, the business community and City staff. In February 2004, the Mayor and Council hosted a citizens summit at which about 50 representatives from across the community offered input to shape future goals.



Rockville's Mayor and Council meet with residents during a Walking Town Meeting.

The five major goals of the Mayor and Council's strategic plan, which were updated in spring 2004, are:

- **Create a Vibrant Town Center.** This top priority seeks to create a town center that will be the heart of the Rockville community and that will be distinctive, special and uniquely Rockville.
- **Ensure New Development Citywide Enhances Rockville's Quality of Life.** This goal reflects the desire to influence new development so it contributes to the quality and character of the Rockville community and does not place undue burdens on existing neighborhoods.
- **Improve Pedestrian and Traffic Safety.** Protecting pedestrians and bicyclists while also providing safe and better flowing traffic routes for vehicles is part of an ongoing collaborative plan.
- **Strengthen Rockville's Neighborhoods and Sense of Community.** Programs that will make the City's neighborhoods stronger include revising the zoning ordinance and increasing citizen awareness about property maintenance codes through the City's Code Enforcement program.
- **Enhance City Government's Performance.** The Mayor and Council continue to take seriously their responsibility to review the City government's performance and to support the provision of high-quality services.

Top Photos: Councilmembers are available throughout the year to discuss issues of concern with residents. Councilmembers (left to right) Susan R. Hoffmann (left in photo), John F. Hall, Jr. (right in photo), and Anne M. Robbins (left in photo).





The Mayor and Council's strategic plan led to the following groundbreaking and important programs and actions in Rockville in FY 2004:

- Ground was broken on June 15, 2004, opening the way to construction of Phase I of Rockville's future Town Center. Throughout much of the year, agreements were finalized with tenants displaced due to the acquisition of the shopping center on North Washington Street.
- The 2003 City Election was the first covered under a new campaign policy adopted by the Mayor and Council. The new policy allowed for three debates sponsored by independent organizations and televised on The Rockville Channel. The policy set guidelines for various aspects of campaigns for City offices, including allowing current office holders or candidates for City office to march in Rockville's annual Memorial Day Parade.
- The Mayor and Council adopted an ordinance called "Publicly Accessible Art in Private Development," giving developers a variety of opportunities to support art in Rockville.
- The Mayor and Council adopted an ordinance that bans smoking in City restaurants and bars as of Feb. 1, 2004. The Rockville legislation, which was passed in December 2003, followed the Montgomery County ban that took effect on Oct. 9, 2003, but did not apply to independent jurisdictions such as Rockville. The Feb. 1 start date gave
- affected businesses an opportunity to make adjustments to comply.
- The East Rockville Neighborhood Plan was adopted. The plan will guide that neighborhood's future development.
- A task force was established to address strategies to implement redevelopment of the Stonestreet Avenue corridor. A consultant will assist in drafting an implementation plan by December 2004.
- The City's lobbying efforts helped influence the Maryland General Assembly to extend the state program of granting tax credits for rehabilitation of historic properties. Mayor Larry Giammo served on a task force appointed by Governor Robert Ehrlich to re-establish the program, which had faced termination due to a sunset provision in the original legislation.
- Progress was made toward redevelopment of the Lincoln Terrace public housing complex. By the end of FY 2004, more than half of the tenants had
- been relocated, keeping the project on schedule for demolition in FY 2005. An innovative development of 60 mixed-price owner-occupied units will replace the current development.
- The City's first ever site-specific design guidelines were adopted for the former Chestnut Lodge property on West Montgomery Avenue. The Technical Guides for Exterior Alterations will guide future development and preserve the unique historic site. The 20-acre parcel has sat unoccupied for several years in the middle of the City's historic West End neighborhood.
- An FY 2005 operating budget and Capital Improvements Program budget was adopted with no change in the property tax rate.



Above Photo: Ensuring the new Town Center will be a model development (left to right) Councilmembers Susan Hoffmann, Robert E. Dorsey, Mayor Larry Giammo, Councilmembers Anne Robbins and John Hall, Jr.

Top photos (left to right): Councilmember Robert E. Dorsey (right in photo) and Mayor Larry Giammo (left in photo) working with citizens.



City Hall

Welcome to City Hall—the heart of the City of Rockville government. Here, residents can speak with the Mayor and Council, inquire about a permit, pay a water or refuse bill, purchase Rockville memorabilia, sign-up for a recreation program, pay a Rockville parking ticket, read a free City newsletter, see an art exhibit, register to vote, report a pothole on their street, participate on a board or commission and much more.

There were several important and groundbreaking moments in the City's government in FY 2004:

59th Mayor and Council of Rockville Election and Inauguration

Two significant changes were part of the Nov. 4, 2003, Rockville City elections.

The 59th election of a Mayor and Council asked voters to choose between two candidates running for mayor and eight candidates seeking four Council seats. In addition, a ballot referendum asked if future Mayor and Councilmembers should hold four-year terms instead of the current two-year terms.

The election was expertly run by the City Clerk's Office in collaboration with the City's Board of Supervisors of Elections. For the first time, the City used electronic voting machines and virtually all information about the election was printed in Spanish, in addition to English.

Televised coverage of three candidate forums/debates for Rockville Mayor and Council also were shown repeatedly on The Rockville Channel.

The City Clerk's Office organized the inauguration ceremony at the F. Scott Fitzgerald Theatre on Sunday, Nov. 16.

Mayor Larry Giammo began his second term. Incumbent Councilmembers re-elected were Robert Dorsey (sixth term), John Hall, Jr. (second term), Susan Hoffmann (second term) and Anne Robbins (third term). The referendum on longer terms of office was defeated.

LEADing the Way

A key program that will help fulfill the Mayor and Council's goal of enhancing the City government's performance is LEAD (Leading, Educating and Developing). The City Manager's Office organized the introduction of City staff to LEAD, which is a national program dedicated to the philosophy that organizations operate better when those at all levels contribute to decision making and problem solving.

In FY 2004, the City introduced the principles of LEAD to more than a quarter of its staff through week-long training sessions. The program emphasizes that the more employees are involved in, and aware of, the inner workings of the City government, the better prepared they will be to work with the changing demands of customer needs, technology and available resources.

PARC-IT!

They come by train, bike, bus and foot. Some even share cars. More than 80 City employees in FY 2004 participated in PARC-IT! (Program Alternatives for Rockville Commuters—Incentives for Transit). Coordinated by the Department of Personnel, PARC-IT! helped create and promote the innovative commuting incentive program that encourages employees to take alternative measures to work other than driving alone in a car. PARC-IT! is designed to help reduce traffic and parking congestion and conserve natural resources. City employees who participate receive a monthly stipend.

“Most people living in Rockville don't know how lucky we are to have such a responsive and efficient government.”

~John Anderson, citizen





New Maintenance Management System

In June 2004, the Recreation and Parks Department began using a new software program designed to better manage government assets and infrastructure such as trees, play equipment, buildings, roadways and waterlines. Prior to going online, staff used written work orders to track the status of repair projects. The new paperless system ensures that all work orders are distributed and tracked as efficiently as possible.

Green Bike Program: Bicycles at Work For Travel and Fitness

The City's first-ever "Green Bike" program began in May 2004 to provide employees with a healthy, cost-effective and sensible transportation alternative.

The City of Rockville Recreation and Parks Department obtained five donated, refurbished bicycles and made them available for use by City employees at City Hall and the Rockville Maintenance Facility. The bikes are used for a variety of activities including business trips, meetings, short errands, lunchtime travels and fitness rides.

Rockville Economic Development Organization Changes

Rockville's independent economic development organization took a major step forward this year by redefining its mission and changing its name and Web site. The former Greater Rockville Partnership is now Rockville Economic Development, Inc., or REDI, and while the organization changed its name, its services and objectives re-

mained the same.

Created in 1997 by the City of Rockville, REDI is a public-private partnership. The organization was designed to strengthen and broaden the economic base in Rockville through business recruitment, retention and expansion efforts. The close working relationship between both public and private sectors provides valuable assistance and direction to existing and potential businesses in Rockville.

REDI also launched a new Web site (www.rockvilleredi.org) to better market Rockville as a destination for new and relocating businesses and to promote the city's quality of life. The Web site, launched in June 2004, is a first step in a broader effort to publicize REDI's new name and to promote the organization as a resource for people and businesses considering moving to or expanding in Rockville.

Kaela Boykin: Mayor for a Day

A fourth grader at Rockville's Christ Episcopal School, Kaela Boykin became Rockville's third "Mayor for a Day" as she "shared" power with Mayor Larry Giammo on Tuesday, May 12, 2004. Boykin earned her ascent in the political world by becoming an honoree in the Maryland Municipal League's annual statewide essay contest.

The theme of this year's contest was to "Tell others about the changes you might make to the budget because the city will not have as much money to spend next year." Mayor Giammo and Boykin discussed Boykin's ideas over lunch.

Teleworking

Participation in the City's award-winning teleworking program continued to increase in FY 2004. The program overseen by the Department of Personnel encourages employees to work from home or other convenient locations at least twice monthly to reduce transportation congestion in the City and help ease the parking crunch at City Hall.

City Manager W. Mark Pentz Bids Farewell After Five and a Half Years

The Mayor and Council of Rockville on Monday, Jan. 12, 2004, appointed Catherine Tuck Parrish as acting city manager. She served during the search period for a replacement for W. Mark Pentz, who resigned after five and a half years to become city manager of Chandler, Ariz.

Tuck Parrish became Rockville's assistant city manager in spring 2001.

Pentz's term included the critical negotiations and securing of funding that led to the creation of the new Rockville Town Center.

Photos page 6 (left to right): Corporal Ron Merritt is welcomed back to duty as a Rockville Police Officer after serving in the Army Reserves in Iraq. Kaela Boykin learns about The Rockville Channel during a tour of City Hall as she serves as "Mayor for a Day."

Photos page 7 (left to right): Friendly City employees are always willing to help with questions or concerns. City Hall is open to visitors anytime during business hours.





City Services

Rockville prides itself on providing a wide variety of top-quality public services. Through an emphasis on superior customer service, City employees have consistently been rated as "excellent" or "good" in the bi-annual Citizen Surveys conducted to assess opinions of the City government.

Several of the important and groundbreaking city services performed in FY 2004 were:

Cutting Edge Technology

Advanced technology is an important factor in City government.

The City of Rockville Web site underwent numerous changes to provide the most up to date information and resources to users in FY 2004. The most significant changes include: a new layout and Web address for the site; more interactivity as users were able to read the latest information about the new Rockville Town Center; an online tour of all City public art work; an online tour of the City's RedGate Municipal Golf Course; an online sign-up for golf tee times up to 14 days in advance; and a Web site that will enable online purchase of tickets for events at the F. Scott Fitzgerald Theatre.

Rockville's national award-winning television channel, The Rockville Channel (TRC11), produced special programs in FY 2004 on the topics of Diversity in the City and Town Center Redevelopment, among many others.

Taking on the Streets

From thunderstorms to refuse to miles of bike trails, the City's Public Works and Recreation and Parks departments worked jointly throughout the year to ensure the safety and integrity of City land and buildings for all who live and work in Rockville.

Severe thunderstorms and Tropical Storm Isabel in late August and September 2003 left many residents with fallen trees, downed power lines, power outages and clean-up responsibilities. The City's forestry crews were among the many who worked hundreds of hours to clear the fallen trees and help restore Rockville to normal.

Collecting refuse and recycling in a cost-efficient manner is an issue that is posing challenges to local governments across the Washington metropolitan region. For Rockville, the problem went a step further: How to maintain a premier operation while also keeping control of quickly escalating costs.

On May 10, 2004, the Mayor and Council approved a plan proposed by the Department of Public Works that provided more efficient trash collection by picking up oversized items only one day each week. Pickups of major items (such as appliances and furniture) now take place

only on Wednesdays, and residents must call to schedule pickups in advance. This eliminates the need for crews to travel through neighborhoods every collection day looking for items. A new study is underway to determine ways to improve the City's refuse collection efficiency and cost effectiveness.

People continued to take to the roads via bicycle through a variety of new special events and programs, as well as continued expansion of Rockville's bike routes in FY 2004. One popular event was Bike to Work Day on May 7, 2004. The morning's activities included a race between a bike and car and a new pit-stop location for food, drink and information. Chief of Transportation Larry Marcus helped debunk many

New on www.rockvillemd.gov

- *Citywide calendar*
- *Parking ticket payments*
- *Online tour of Rockville Civic Center Park*
- *Improved search capacity*
- *Weather information*
- *Permit tracking*
- *Enhanced content management system*





people's beliefs that commuting by car is faster than bicycling. In a friendly race to Town Center, Marcus pedaled to the finish line at Rockville Courthouse Square faster than transportation specialist Rod Cruz, who was driving a car.

The City also expanded its bicycle and pedestrian education program in Rockville elementary schools in FY 2004.

Fantastic Facilities

From reconstructed bunkers to new carpet and fixtures to a new "Sprayground," City facilities continued to be maintained and improved in FY 2004.

The City initiated an energy performance study on all of its buildings to identify the best ways to reduce energy use and modernize systems and equipment.

RedGate Municipal Golf Course received an extensive facelift in the summer 2004. The total square footage of sand areas on the 18 hole-course was reduced from 42,000 to 28,000 to improve drainage and make way for more lush green grass. Efficient drainage also was installed to ensure better playing conditions during and after wet weather. RedGate also received \$150,000 of asphalt and path improvements that involved repairing, replacing and widening the existing golf pathway system.

The new year brought significant changes to the Rockville Senior Center. Along with new carpeting, the center received a newly designed dining room and kitchen. Energy-saving improvements also were made, including new lighting fixtures

and thermostats. The center, which is often called a model for senior centers in Maryland, offered a number of new programs in 2004, including expanded computer classes and resources.

A hot and humid summer of 2004 encouraged many to visit the Rockville Swim Center's new "Sprayground." The 17-foot high, wet and wild playground has valves, cranks, water cannons, nets, slides and spray features for youth to take charge of their own interactive fun.

Communication

Communicating with all residents, including those whose first language is not English, is a priority for the City. Rockville continued to expand the publications it issues in multiple languages.

Rockville Reports, the City newsletter that goes to more than 28,000 homes and businesses each month, was expanded by four pages by request of the Mayor and Council. The additional space allowed for more attention to City issues and events. Four editions were printed in full color, the most-ever in a single year.

Rockville was among the first cities in Maryland to distribute "Crime Victims and Witnesses: Your Rights and Services" in Spanish beginning in June 2004. Created by the Maryland State Board of Victim Services, the pamphlet includes important details on victim and witness rights, the criminal justice process, domestic violence and more.

The city election of 2003 was supported by all materials written in both English

and Spanish. This included a special four-page election information insert in *Rockville Reports*, information posted in Spanish on the City Web site and in Public Service Announcements on The Rockville Channel.

Two programs for citizens to learn English were initiated with funds from the City. The Chinese Culture and Community Service Center began classes at Montrose Community Center and the Latino Outreach Program started two classes at Twinbrook Elementary School. Nearly 100 adults participated in the first year.

The City also created marketing plans for strategic resources to better provide information to residents. At the 153-acre Rockville Civic Center Park, staff worked together to create and implement a cohesive marketing plan in FY 2004 to increase participation in the City's art and music events. The Civic Center features live performances and concerts at the F. Scott Fitzgerald Theatre, monthly art offerings at the Glenview Mansion Art Gallery and Sculpture on the Grounds during the summer months.

Photos page 8 (left to right): Police teach important traffic safety lessons to Rockville children. RedGate Golf course bunkers receive a facelift.

Photos page 9 (left to right): Croydon Creek Nature Center holds educational programs for thousands of area children each year. Seniors learn to ride bicycles for fun at the Rockville Senior Center. Crews install a new City sign.



Town Center

Never have a few symbolic shoveled scoops of dirt meant so much to the City of Rockville as did the dirt that was tossed at the groundbreaking ceremony for Phase I of Rockville Town Center on June 15, 2004.

Governor Robert Ehrlich, Congressman Chris Van Hollen, Montgomery County Executive Douglas Duncan, representatives of the District 17 delegation to the Maryland General Assembly and members of the County Council were among the 350 people who joined the Mayor and Council at the site of the start of Rockville's downtown future.

“This is the most significant day in Rockville in more than three decades.”
~ Mayor Larry Giammo

Throughout FY 2004, plans for Phase I were refined. A portion of Phase I of the project—12.5 acres of the 15 acres—was named “Rockville Town Square” by developer RD Rockville, LLC. The adjacent 2.5 acres are owned by Foulger-Pratt. Federal Realty Investment Trust will be the owner of the retail space in the Town Square project. The federal government, the State of Maryland and Montgomery County continued to show strong support for Rockville's future downtown, which will eventually expand to more than 60 acres.

Even before groundbreaking was held for Phase I, the Mayor and Council asked for studies for the adjacent areas that will redevelop in the future. An advisory committee introduced a preliminary plan in the spring for Phase II (the area north of Beall Avenue between North Washington Street and Route 355). This winter, the Mayor and Council are expected to receive

Town Center Redevelopment Ground Level

The new Town Center, which will eventually expand to include a restaurant, entertainment, residential, cultural and office space, will include the 12.5-acre Rockville Town Square development and the Metro Plaza development.

Phase I will be anchored by the new Rockville Regional Library, which will be part of the Montgomery County library system. Other key elements include:

- **WHAT:** Mix of retail, restaurant, cultural, entertainment and office space
- **WHEN:** Groundbreaking took place June 15, 2004. Phase I completed 2006
- **WHERE:** Bordered by Beall Avenue on the north, Eastington Street on the west and Maryland Route 355 on the south
- **SIZE:** 15 acres (eventually Town Center will expand to 60 acres)
- **DETAILS:** 630 total luxury apartments and condominiums, 100,000 square feet of retail/restaurants, 3 public parking garages
- **PROJECT COST:** \$352 million (\$264 million private, \$88 million public)





a report on how to implement redevelopment plans for the Stonestreet Avenue corridor, which is immediately east of the Metro line.

The Mayor and Council and City staff continued to keep residents and business owners informed on the progress of the plans through a series of public worksessions and open houses. The City Web site devoted a section to complete and updated information on the progress and The Rockville Channel produced and aired a special program on the project and implementation plans.

“It’s the Town Center that those of us who have served the people of Rockville over the years have dreamed about.”

~ County Executive Doug Duncan

Top images page 10 (left to right): Restaurant Row lights up at night. Glimpse the future of the new Town Center. Photo page 11: Mayor Larry Giammo operates the machinery that breaks new ground on June 15, 2004, to kick-off the new Town Center Phase I construction. Image below: The future Maryland Avenue.

Rockville Town Center Partners

*City of Rockville ■ Montgomery County
State of Maryland ■ Federal Government
RD Rockville, LLC ■ Foulger-Pratt
Federal Realty Investment Trust*



Special Events

Special events have long been a hallmark of the City of Rockville. From unique holiday celebrations, outdoor concerts and recreation trips to arts tours, an annual car show, bicycle tours and running races, there is always something happening in the City.

In FY 2004, Rockville saw a number of changes to several of its annual events due to the impending construction in Town Center. Changes included the new Taste of Rockville at Hometown Holidays on Memorial Day Weekend, a new location for the Saturday Farmers' Market and the start of a summer construction concert series one Thursday per month called "Dig It!"

Breaking new ground in Rockville special events in FY2004 were:

Hometown Holidays Comes A-LIVE!

Hometown Holidays annually combines tributes to those who have died in service to their country along with a weekend of family activities. This year the focus was on honoring World War II veterans in conjunction with the opening of the new World War II monument in Washington, D.C.

Although the concept of Rockville's 16th Hometown Holidays changed somewhat, the new line-up of events—which included free concerts by hit groups LIVE and Gin Blossoms—attracted more than 50,000 people over the three-day weekend.

More than 30,000 were in Rockville on Saturday of the special weekend for the

street fair that for the first time included a major arts and crafts show of more than 150 vendors. The "Taste of Rockville" food exhibition debuted with 20 local restaurants selling their top dishes to an appreciative crowd. There were a variety of children's activities and the evening was capped by a thrilling fireworks display.

28th Rockville 10K/5K Run Draws Record Crowd at King Farm

Dubbed "Montgomery County's Oldest Running Road Race," the 28th annual Rockville 10K/5K Run featured a new location and expanded food event, attracting a record field on Oct. 12, 2003.

The race venue was switched to one of Rockville's newest developments, King Farm. In addition to re-designed courses and prizes, participants sampled a variety of foods from King Farm restaurants through the new "Taste of King Farm."

Car Show Celebrates Century of Fords

It was 1954—in the first-ever Rockville Antique and Classic Car Show—that the Lofstrands, a longtime local family, displayed their 1906 Cadillac K Runabout.

The car has remained in the family, but did not return to what has become one of the most prestigious classic car shows on the East Coast until Oct. 21, 2003. This time, 49 years later, Anders R. Lofstrand drove away his car—classic full white tires and all—with the Mayor and Council Award in what was one of the largest shows ever at Rockville Civic Center Park.

An estimated crowd of about 12,000 flocked to Rockville to see more than 400 vehicles on display, including a tribute to the 100th anniversary of Ford. The People's Choice Award, selected by a vote of spectators, went to a 1961 two-toned Corvette convertible owned by Donna and Howard Parzow of Gaithersburg.

Saturday Farmers' Market

The Rockville Growers Only Farmers' Market returned to Town Center in the summer of 2004, but in a new location to make way for construction of the new Rockville Town Square project. The new location in the Montgomery County juror's parking lot at the corner of Jefferson Street (Route 28) and Monroe Street provided plenty of free parking and convenient access along one of the City's major routes.



Dig It!

Residents enjoyed seeing the progress of Rockville Town Center's construction while listening to leisurely summer evening entertainment at the all-new Dig-It! concert series.

Dig It! concerts took place one Thursday per month during the summer on closed off Maryland Avenue between Middle Lane and East Montgomery Avenue.

Tournaments Galore in FY 2004 at RedGate Golf Course

Area teens took to the RedGate Municipal Golf Course on Friday, June 18, 2004, to participate in the first Rockville Junior Open. The new competition was added to the course's already busy summer golf schedule that includes the annual Rockville Open for adults.

RedGate expanded its season of club sponsored tournaments with three outside

The Finest! "A Change Gon' Come"

Members of the Rockville-supported The Finest! youth troupe debuted their first full-length play on Saturday, Feb. 7, 2004, for the City's 9th Annual African American Heritage Month presentation.

"A Change Gon' Come" is about the Underground Railroad and the life of Harriet Tubman. It was written specifically for The Finest! by Kashi-Tara, a former troupe member who has gone on to national prominence as a singer, songwriter, director, writer and choreographer. Kelly Chauncey also led the show's organization. The performance was supposed to be a one-time event, but after drawing a full house to the F. Scott Fitzgerald Theatre, another performance was added on April 9. The Finest! performs annually during African American Heritage Month in February.

"My family thoroughly enjoyed the entertainment and food at Hometown Holidays. The best new additions were the artists and artisans that were featured around the Courthouse."

~Janet Freeman, citizen

Doggie Dip Day

Dog-gone fun was on hand at the Rockville Swim Center on Saturday, Sept. 6, 2003, as the City unleashed the first-ever "Doggie Dip Day."

The event, which concluded one of the most successful outdoor swim center seasons, attracted more than 400 canines and owners. Although not all dogs jumped right in, many enjoyed the chance to frolic, fetch and wade in the cool water while owners perused exhibits by area dog-related companies. The event raised more than \$900 for the Montgomery County Humane Society.

outings, the local ESPN 2-Man Challenge, a Titleist junior tournament, the Rockville Junior Open, a Mid-Atlantic Pro-Am and three other tournaments.

As one of the Washington area's premiere public golf courses, RedGate also implemented a successful new marketing campaign, which included discounts and bonus rounds for repeat golfers.

Photos page 12 (left to right): Latin dancers perform for a large crowd during the 60th Annual Memorial Day parade. A classic from the annual Antique Car Show. Members of The Finest! learn new skills from entertainer Kashi-Tara.

Photos page 13 (left to right): Adults and children enjoy the popular Halloween festivities each October in Rockville. Pooches take a dip in the Rockville Swim Center pool during the first annual Doggie-Dip Day in September 2003.





Neighborhoods

Rockville is made up of more than 60 distinct and diverse neighborhoods, which help create the outstanding quality of life in the City. Rockville neighborhoods offer a wide variety of housing styles, prices and sizes ranging from mid-rise condominiums to Victorian homes, from contemporary models to the more traditional. The City has continued its drive to have more homes earn historic designations while Rockville also is earning nationwide recognition for the new mixed-use developments at King Farm and Falls Grove, each of which is considered a model community that reflects Smart Growth and the future of development in America.

A broad group of active and informed citizens bring innovation to their Rockville neighborhoods. Here are some neighborhood highlights of FY 2004:

Good Neighbor Awards

Rockville residents contribute to bettering their neighborhoods in many ways, with most of their actions and deeds known to few. However, in FY 2004, a new program was started to annually recognize citizens who improve the quality of life in their neighborhoods.

The Good Neighbor Awards program was created by the City's Department of Neighborhood and Community Services. The first group class of 23 honorees received plaques signifying their contributions, as nominated by other residents. The Mayor and Council presented the honorees with their awards at a televised general session.

Inspecting All Homes

In June 2004, the City began an 18-month program in which the Division of Community Enhancement and Code Enforcement will externally inspect all of Rockville's 18,000 residential properties in an effort to inform owners of possible maintenance concerns.

Bringing all of the City's housing stock to good standards has been a priority of the Mayor and Council, who devoted a number of worksessions with Rockville's Department of Neighborhood and Community Services to the pursuit of maintaining and upgrading the look of all City neighborhoods.

Mary Trumbo Park

After months of planning, research and design, a visual tribute was dedicated in fall 2003 to longtime Rockville resident and writer Mary Trumbo, who was struck and killed by a car in 2001.

Mary Trumbo Park, located at Park Road and Grandin Avenue in East

Rockville, is an attractive green space and garden, featuring three wooden benches inscribed with some of the writer's most poignant words: "You weave the chains you wear in life," from *Life's Chains*; "Live each day in joy not fear," from *My Guide for the New Year* and "Lift up your eyes and look beyond the sod," from *Love's Birth*.

Berberian Volunteer Award

A highlight of the annual Rockville Senior Center's 2004 Volunteer Awards ceremony was the presentation of the first Estelle Berberian Volunteer of the Year Award. Stuart Crump received the initial award for his efforts in the center's computer lab, delivering bakery products to the center, working during the center's Spring and Holiday Bazaars and serving on the Senior Citizens Commission. He volunteered more than 300 hours in the previous year.

The Volunteer of the Year Award was established on Estelle Berberian's 100th birthday in July 2003 for her integral involvement in the center's creation in 1982. She served many years on the Rockville Senior Commission and on the board of Rockville Seniors, Inc. Sadly, she passed away in March 2004 before the first award in her honor was presented.

Top photos (left to right): Views overlooking Twimbrook playground and Mary Trumbo Park.





Historic Homes to be Marked With Dates and Distinction

The Mayor and Council approved a plan to further distinguish Rockville's historic homes and buildings with historic plaques. Each building that has earned historic designation will be adorned with an oval plaque that contains the year the building was erected.

The oldest buildings in the City are 5 North Adams and 101 North Adams Street. The property at 5 North Adams, a former home that was converted into a legal office, has been traced to 1799.

Historical Markers to Recognize Haiti—Martin's Lane Significance

Two historical markers were installed in spring 2004 to further recognize the Haiti neighborhood and honor the community's historical significance. The black residential settlement was established more than 170 years ago when Samuel Martin, a free black man, settled on the north side of Martin's Lane (near what is now Rockville Town Center) in the 1830s. He left his land to a large family that constructed homes that were used for generations.

Between emancipation in 1864 and her death in 1901, Margaret Beall deeded 30 parcels of land on the south side of Martin's Lane to the family's former slaves and servants. Kinship and institutional bonds still preserve the community's character and unity. Many descendants of the original Martin, Wood, Ross and Smith families remain in the community. Haiti

was annexed into the City of Rockville in 1949.

Environmental Honors Established

The Mayor and Council honored three residents and one corporate citizen with the City's first Environmental Excellence Award for contributions to helping Rockville's environment.

Colleen and Clark Reed were honored for the environmental innovations they installed in their home. Jill Russ, a Twinbrook resident who has organized a very successful stream cleanup effort for the past three years, also was honored. The Tower Company was recognized for outstanding application of "green building principles" in the design and construction of the award-winning Tower Building in Tower Oaks.

Fallsgrove Fall Fest

Organizations joined forces to create the first "Celebrate Fallsgrove Fall Festival" in October 2003. The event, which was the first full neighborhood gathering in the City's newest large-scale, mixed-use community, featured an open house of the community clubhouse, food, live music and dedication of "Colorplay," the artwork that became the newest addition to Rockville's Art in Public Places program.

Twinbrook Mural

Several Julius West Middle School students completed a mural project at the Twinbrook Community Recreation Center called "Community Unity" ("Comunidad

y Unidad"). The project was formally dedicated by the Mayor and Council at a ceremony in October 2003. Under the direction of project supervisor Marcial Candido of the City's Department of Neighborhood and Community Services, the student artists worked for about a year on the project.

A New Plan for East Rockville; Lincoln Park Plan Underway

The East Rockville community now has a blueprint for the neighborhood's future.

The Mayor and Council on March 8, 2004, unanimously adopted the East Rockville Neighborhood Plan that will provide a clear vision for the community and be a guide for development of the 33-acre Stonestreet Avenue industrial corridor and the adjoining east portion of the Rockville Metro station. The plan will guide how that development will preserve the nearby quiet residential neighborhood.

A consultant was hired to help prepare an implementation plan that is expected to be presented to the Mayor and Council by the end of 2004.

A long-term plan for the Lincoln Park neighborhood was in the preparation stages in FY 2004.

Top photos (left to right): Julius West Middle School students completed a mural project at the Twinbrook Community Recreation Center called "Community Unity" ("Comunidad y Unidad"). Colleen and Clark Reed stand in front of their home with solar panels on the roof, which helped earn them one of the City's first Environmental Excellence Awards.





Public Safety

Safety and security for all residents and businesses in Rockville is imperative. Although the City's award-winning and nationally accredited Police Department is the most easily recognizable part of Rockville's public safety efforts, many of the City's departments play a role in meeting the Mayor and Council's goals to protect citizens.

The following are some groundbreaking and important steps taken in FY 2004 to increase public safety in Rockville:

Pedestrian Safety: Steps in the Right Direction

Three major programs unveiled in FY 2004 worked toward meeting the Mayor and Council's goal to further protect pedestrians while also helping traffic move smoothly and safely.

On Jan. 21, 2004, the City unveiled the first lighted crosswalk in Montgomery County on Twinbrook Parkway across from the Twinbrook Community Recreation Center. Montgomery County paid for installation of this crosswalk. Weeks later, another lighted crosswalk—funded by the City—went into operation on Chapman Avenue near the Twinbrook Metro Station.

New countdown pedestrian signals also were placed at various intersections. The new signals show pedestrians a numerical countdown so they know how much time they have to cross the intersection safely.

Rockville expanded its red light camera program in FY 2004, bringing the total to seven in the City. National studies consistently indicate that the presence of red light cameras is directly related to a reduction in traffic accidents at those locations.

Protecting Children

As part of a federal grant program, Rockville Police made available 800 gunlocks to distribute to the public, free of charge and no questions asked.

The "Every 15 Minutes" Program, coordinated by City Police, expanded its message of encouraging teens not to drink and drive through a program at Richard Montgomery High School. A successful media outreach campaign drew the largest coverage in the program's history. "Every 15 Minutes" involves a series of activities, including a simulated car-accident scene, to show teens the effects of driving while intoxicated.

More Parking Meters

The City expanded its parking meter program in FY 2004, installing 394 new meters around Rockville.

Because parking is scarce in some areas of Rockville, meters encourage more rapid turnover of parking spaces. This is particularly important to merchants.

In addition, the revenue generated by the meters and associated fines will support the building of public parking garages in the new Town Center.

Going in Circles To Slow Speeders

An additional traffic circle was installed on Hurley Avenue in an effort to slow down cars on one of the City's top three roads for speeding. The circle is one element of a plan developed two years ago in conjunction with residents to add traffic calming devices to help make the roadway safer.

Rocko: Putting Bark on the Beat

Rocko, a German Shepherd, in FY 2004 became the first K-9 dog in more than 20 years to patrol the City streets as part of the Police Department's new Canine Unit. The other member of the team is Officer Kyle Dickerson, a five-year police veteran.

The canine program was made possible through about \$10,000 in private donations to the City's Fraternal Order of Police Lodge No. 117.

Assistance for Fire Victims

Two major fires in the City that displaced residents led to Rockville's Department of Neighborhood and Community Services and the Victim Advocate of the City's Police Department helping to coordinate a task force that assisted the fire victims and will be in place to help victims of future tragedies in the City. The Rockville Volunteer Fire Department also played a major role in forming a program that can quickly respond to the needs of victims.

Photos (left to right): A pedestrian crosses the street in the King Farm community. The new police K-9 unit. A City employee checks a meter in Town Center.





Out and About

High quality community resources, including major arts and recreation facilities, make Rockville a city big on assets, but with a small-town feel. FY 2004 saw many innovative and groundbreaking improvements at Rockville venues for people to gather for a chat, share time with family, play golf or tennis with friends, take a loved one to a play or musical, review an art exhibition with local artists, read a book, climb a rock wall and much more.

Here are a few more groundbreaking moments in FY 2004:

September 11 Memorial Dedicated

Rockville's Courthouse Square Park became the site of a lasting memorial to the 11 Montgomery County residents who died in the terrorist attacks on America on Sept. 11, 2001.

The memorial, which was dedicated on Sept. 11, 2003, has 11 benches with an inscription specific to each victim. At the end of the park is a pavilion with a slot designed to allow sunlight on every Sept. 11 to illuminate a name of each victim starting at 9 a.m., the approximate time of the attacks.

History Reborn at Dawson Farm Park

Dawson Farm Park, a link to the City's agricultural past, for years to come will rediscover the liveliness that once existed on its grounds thanks to a new shelter available for many uses by Rockville residents. The new shelter, with an old-time architecture, will do more than host picnics and outdoor fun—it also will provide a community history lesson.

Dawson Farm Park is located next to Copperstone Court near Ritchie Parkway.

It is constructed as a "ghost structure" of the former Dawson Farm Granary, which was demolished in 1977.

Croydon Creek Nature Center: It Became a Real Hoot!

Croydon Creek Nature Center, Rockville's only center dedicated to helping thousands of children and adults each year learn about their natural world, in June 2004 welcomed its first full-time feathered resident: Cosmo the Eastern Screech Owl.

The event also honored members of the "Students Engaging the World" club from The Frost School in Aspen Hill, who donated numerous volunteer hours to the center and \$500 for the purchase of Croydon Creek's new owl aviary.

On the Move at Falls Grove

New large-scale developments mean more people, and more people usually means more traffic. However, as construction moved ahead with the Falls Grove development, the City carefully worked on an idea that would help residents reach their commuting goals while also helping to mitigate traffic. In spring of 2004, the

Rockville Regional Transportation Center (RRTC) opened at 521 Falls Grove Drive in the new Falls Grove Village Center.

The transportation center consists of space for staff and an information area for the public. Eventually, it will serve as the central point for a shuttle and bus stop to transport residents to the Metro and other stops in the area. Its central location makes it a walkable destination from most areas of Falls Grove and bike racks are a key part of the design.

Rockville Tree Project

Rockville's determination to preserve and enhance its environment took root in another major way in spring 2004 as more than 100 trees were planted in several locations throughout the City.

The seedlings were planted as part of a campaign to raise \$10,000 led by Joe Morra and Colleen Crowder. The project received a matching grant from the Urban and Community Forest Division of the Maryland Department of Natural Resources. Dozens of volunteers helped plant the trees. Rockville's Department of Recreation and Parks and the Maryland State Department of Natural Resources worked to support the project.

Photos (left to right): The new artwork, Colorplay, in the Falls Grove community. A new shelter in Dawson Farm Park is reminiscent of an old granary that once stood on the property.



Fiscally Speaking

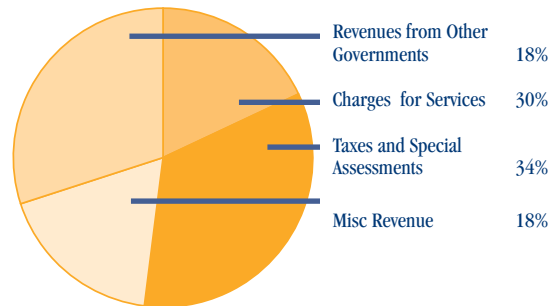
Fiscally Speaking-FY 2004 Modified Budget

Rockville is consistently recognized for a high standard of financial excellence and for producing a balanced budget.

All Funds Summary – Revenues

Taxes and Special Assessments	\$23,261,000
Licenses, Permits and Fees	1,924,150
Revenues from Other Governments	12,998,244
Charges for Services	20,878,125
Use of Money and Property	914,154
Other Revenue and Fines	6,449,039
Appropriated Fund Balance	3,765,185

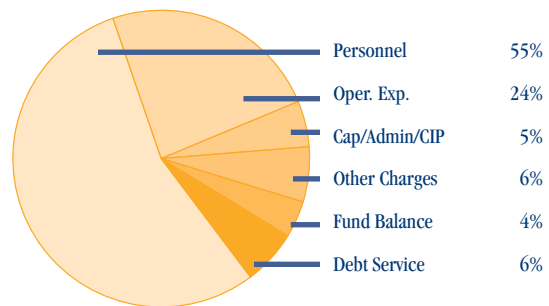
Total Revenues **\$70,189,897**



All Funds Summary - Expenditures

Personnel	\$36,515,961
Operating Expenditures	16,968,350
Capital Outlays	1,078,931
Administrative Charges	1,293,327
Other Charges	4,015,648
Contribution to CIP	1,299,000
Addition to Fund Balance/Retained Earnings	1,624,233
Debt Service	3,762,218
Subtotal	\$66,557,668
Debt Service Fund*	3,632,229

Total Expenditures **\$70,189,897**

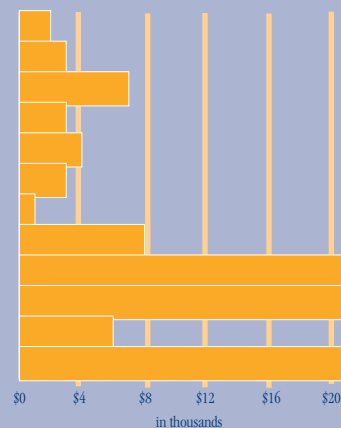


*Note: The Debt Service Fund receives transfers from other funds to pay the debt service on general obligation bonds. Since these transfers are already counted as debt service expenditures in originating funds, there is essentially a double-counting effect when the Debt Service Fund records the same expenditures. For this reason, the Debt Service Fund amount of \$3,632,229 is isolated.

All Funds Summary - Expenditures by Department

Mayor and Council	\$ 1,338,640	2%
City Manager	2,059,807	3%
Community Planning and Development	4,108,545	7%
Finance	2,272,310	3%
Information Technology	3,076,605	4%
Neighborhood/Community Services	2,076,442	3%
Personnel	870,350	1%
Police	5,565,112	8%
Public Works	15,902,045	22%
Recreation and Parks	14,922,658	21%
Non-Departmental	14,365,154	21%
Debt Service Fund	3,632,229	6%

Total Expenditures **\$70,189,897** **100%**



FY 2004 Awards, Honors and Grants

City Manager's Office

- Rockville's Town Center development was approved for \$12 million in funding from Montgomery County as the County Council approved the recommendation from the County Executive. The funds will go toward infrastructure improvements that support Town Center
- The State of Maryland approved \$1.5 million in funding for public improvements related to Town Center development
- The City's communications strategic plan, produced by the City's Communications Team, received the Award of Excellence (third place nationally) from the City-County Communications and Marketing Association (3CMA) in the category of "Communications Plans"
- The City's employee newsletter, City Signals, which is produced entirely in-house by the Office of Public Information and the Division of Printing and Graphics, received the Award of Excellence (third place nationally) from the City-County Communications and Marketing Association (3CMA) in the category of "Internal Newsletters"

Information and Technology

- The Rockville Channel received the National Association of Telecommunications Officers and Advisors Award (NATOA) for excellence in production values for live coverage of Mayor and Council meetings
- The Rockville Channel received a third place NATOA for excellence in government programming-public meeting coverage for Rockville Mayor and Council meetings
- The Rockville Channel received a third place NATOA in excellence in government programming-public service announcement for "Hank turns 50"—historic preservation
- The Rockville Channel received the NATOA for excellence in content and production values for a humorous, animated public service announcement supporting the Mayor and Council's goal of encouraging historic preservation and designation
- The Rockville Channel received an honorable mention NATOA for excellence in government programming- public affairs for "Mayor and Council Review"
- The Rockville Channel received the NATOA for excellence in content and production values for a program that provides a synopsis of Mayor and Council meetings

Public Works

- U.S. Environmental Protection Agency awarded a \$1.125 million grant for stormwater projects
- The Chesapeake Bay Foundation awarded \$30,800 for College Gardens stormwater management
- Maryland Department of Natural Resources awarded a \$100,000 grant for Woottons Mill Park Stream restoration
- The state of Maryland awarded a loan for \$4,492,783 for upgrades of the City's water plant

Neighborhood and Community Services

- The Montgomery County Collaboration Council awarded Youth and Family Services a Youth Strategies Grant for \$53,000 that provided funding for the RISE (Reaching individual Self Empowerment), Latino Unidos and Peer Advocate Programs. The grant was to provide prevention and intervention services to at-risk, middle-school aged youth

Community Planning and Development Services

Maryland Governor Robert Ebrlich awarded the following Maryland Vision Awards for Rockville Town Center:

- For Public Outreach and Education: "A Smart Town Center for Rockville's Future"
- For Government Innovation: "Comprehensive Planned Development"

Police

- The "Every 15 Minutes" Program received a \$500 grant from the AllState Foundation and a \$1,500 grant from Ron Brotman, AllState Insurance
- The Federal Department of Justice awarded a grant of \$6,542 for ballistic vests
- The U.S. Department of Justice awarded \$100,000 for upgrades in new police technology

Recreation and Parks

- The Arts Division received a \$25,505 grant from the Maryland State Arts Council for arts programming
- The Rockville Senior Center received a \$99,347 grant from the Maryland Department of Aging for facility renovations
- The Maryland Department of Natural Resources awarded a TREEmendous Maryland Grant for \$13,000 for planting seedlings throughout the City
- The Maryland State Highway Administration awarded a National Recreation Trails Grant for \$10,000 to purchase a power brush/sweeper to maintain the bikeway system
- The Montgomery County Collaboration Council awarded a School Community Center Program grant for \$7,500 for the Kidz Club Afterschool Programs
- The Maryland Highway Safety Office contributed \$66,895 for a full-time Bikeway Specialist, bikes, helmets, trailer and program and safety equipment to support the "Pedestrian/Bicycle Safety Program" for school children
- Sports Programs Supervisor Chuck Miller received "The Distinguished Citizenship Award" from the Grand Lodge Order of Elks in March 2004
- The League of American Bicyclists presented Rockville with a Bronze Level Award as a "Bicycle Friendly Community"
- The National Arbor Day Foundation presented Rockville with the Tree City USA Award for the 15th consecutive year
- Peerless Rockville Historic Preservation Award for New Construction and Education at the Croydon Creek Nature Center
- Peerless Rockville Historic Preservation Award for Commemorative Public Art Project-September 11 Memorial Commission
- Montgomery's Best Honor Award-NACO Achievement Award-Partnership Award September 11 Memorial Commission
- Maryland Recreation and Parks Association Agency Showcase awards were received for facility brochure, program logo, best of show, program flier, activity guide and special event production

Finance

- "Distinguished Budget Presentation Award," from the Government Finance Officers Association for the 12th consecutive year for the Operating and Capital Improvements Program
- "Certificate of Achievement for Excellence in Financial Reporting" from the Government Finance Officers Association for the 14th consecutive year for the Comprehensive Annual Financial Report



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